

ROVIO

LEARNING



COMBINING TWO TOP BRANDS

FINNISH
LEARNING

+

ANGRY
BIRDS

= R&D

**"What if
LEARNING was
FUN?"**

1. You love
what you do.

2. You can
choose
how you learn.

3. You feel safe.

4. It becomes
a healthy
addiction.

"Learning
IS FUN
when"

7. It IS fun
to fail.

6. The
environment
is inspiring.

5. You are
appreciated
for who you are.

21st CENTURY SKILLS

Learning
to Learn

Problem Solving
and Decision-
making

Life and Career

Thinking

Communication
and Participation

Creativity and
Innovation

Citizenship and
Responsibility

Collaboration and
Negotiation

Media Literacy
and Technology

**I am
balanced and
unique**

**The whole
world is within
my reach**

**Knowledge
and skills
are my tools**

**I participate,
influence
and take
responsibility**

**I create, take
interest and
gain insight**

**I take
others into
account**

**I can
express
myself in
multiple
ways**

**Communi-
cation skills are
my strengths**

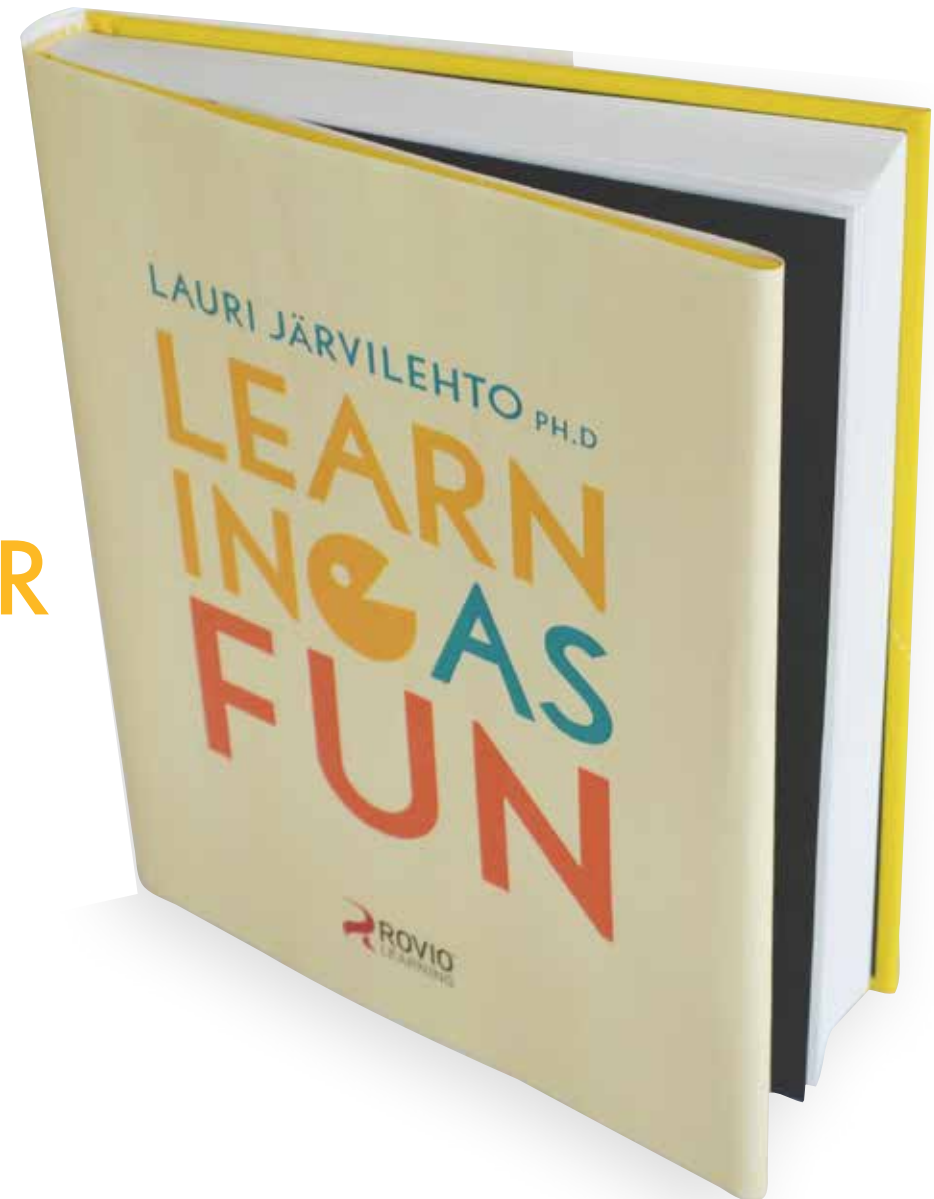
Kristiina Kumpulainen, PhD,
Professor of Education
University of Helsinki
Department of Teacher Education



BACK-
GROUND
PHILOSOPHY

“FUN AND PLAY
ARE AT THE CENTER
OF EFFECTIVE
LEARNING.”

–Lauri Järvillehto



ANGRY BIRDS PLAYGROUND IN A NUTSHELL

A Fun Learning preschool/kindergarten program

1. Fun Learning method
2. Teacher training
3. Lesson plan and teachers' manual
4. Learning space
5. Inspiring learning materials

Promoting the overall **Wellbeing** of students.



ANGRY BIRDS PLAYGROUND™

ROVIO
LEARNING



AAB PLAY- GROUND

Fun Learning
Concept

Engaging and
inspiring kids

Teaches
21st Century
Skills

Created with
teaching
professionals

Range of
products

Supporting
creativity and
innovative thinking

Based on
the Finnish
Kindergarten
curriculum

A photograph of two young boys sitting at a white table. The boy on the left has blonde hair and is wearing a red polo shirt; he is looking down at a tablet computer. The boy on the right has dark hair and is wearing a blue and white plaid shirt; he is looking towards the first boy with his hands near his face, appearing to be in conversation or listening. The background shows a window with blinds and some indoor plants.

R&D

CICERO Learning Network has organized a teaching experiment to study the use of Angry Birds Playground educational materials in preschool and in first grade in collaboration with Rovio Learning and Otava Publishing Company.

PRODUCTS

Activity books Brain-building toys and games

Handcraft books Kantelo and Playnotes

Skill-boosting e-activity book

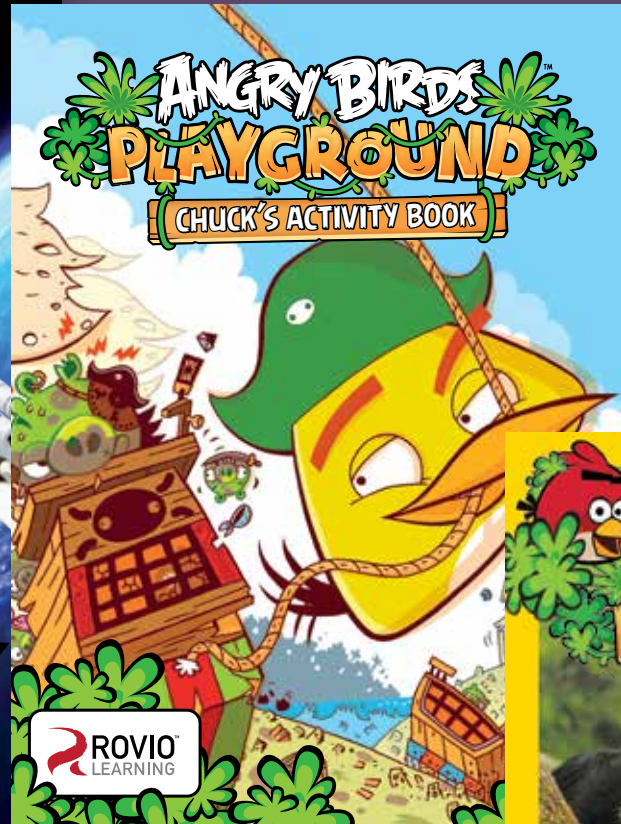
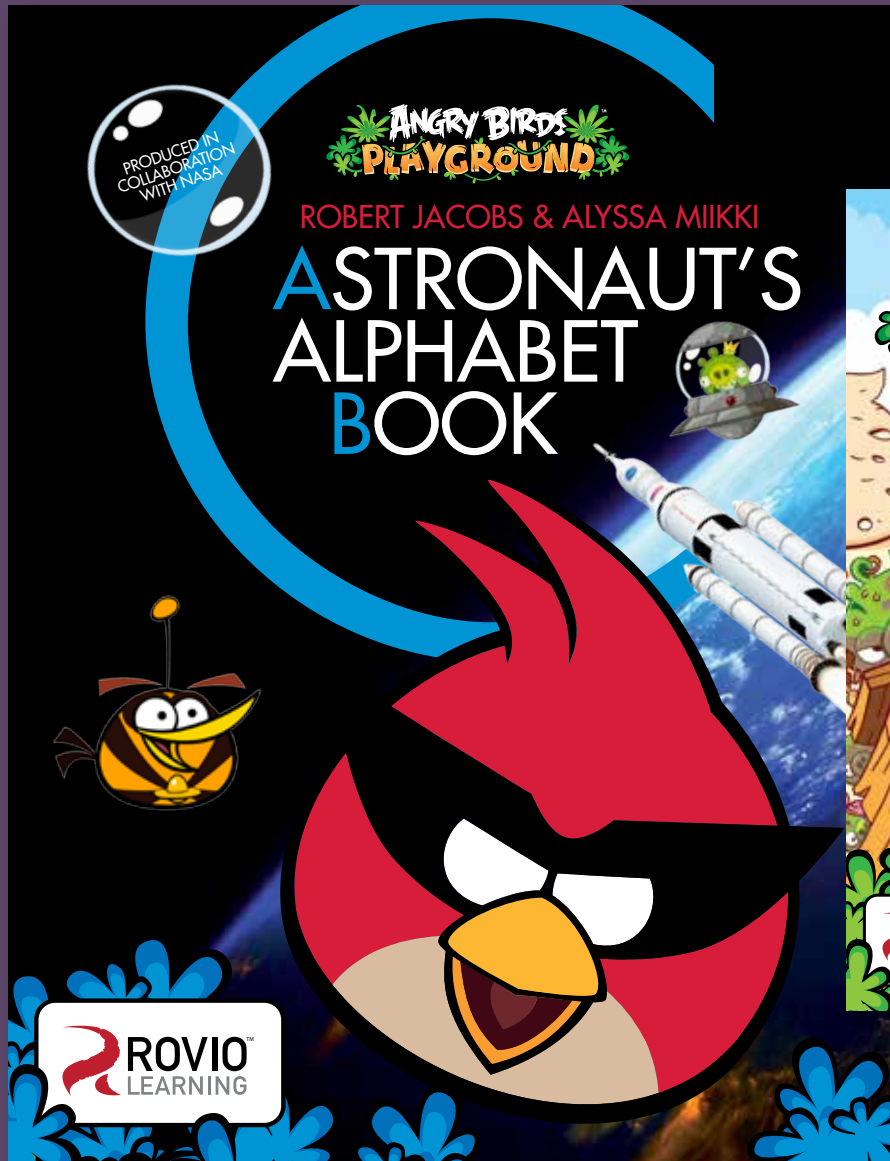
Reference books on science

Physical activity game on Smartboard

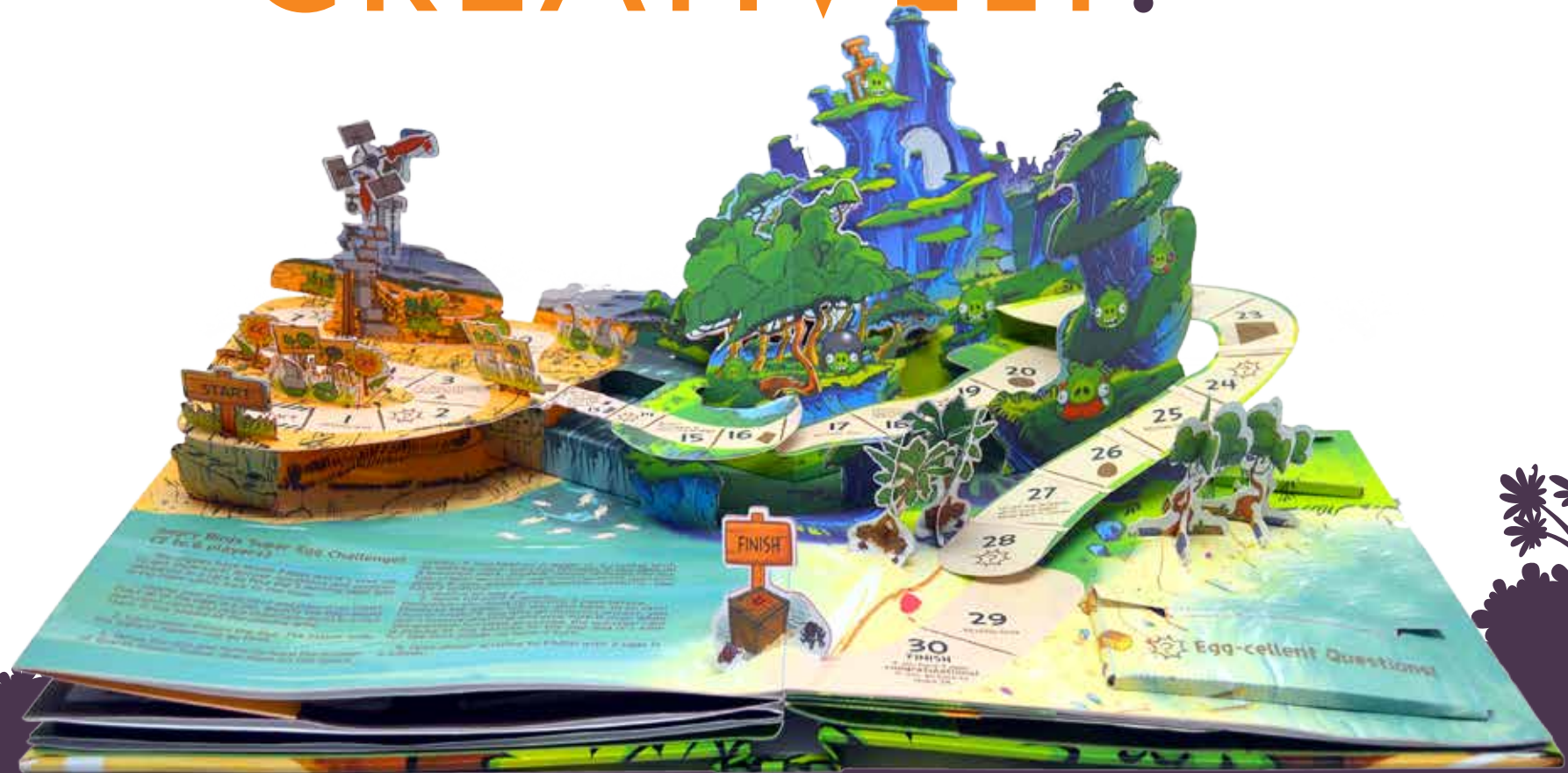
Mobile math game



BOOKS



“ACTIVITY BOOKS
INSPIRE KIDS TO LEARN
CREATIVELY.”



INTERACTIVE/ DIGITAL



The digital content for Angry Birds Playground utilizes the characteristics and pedagogical possibilities of each device.

LEARNING SPACE

The inspiring physical environment combined with the creative educational program make learning a fun experience.



PROMOTING LITERACY

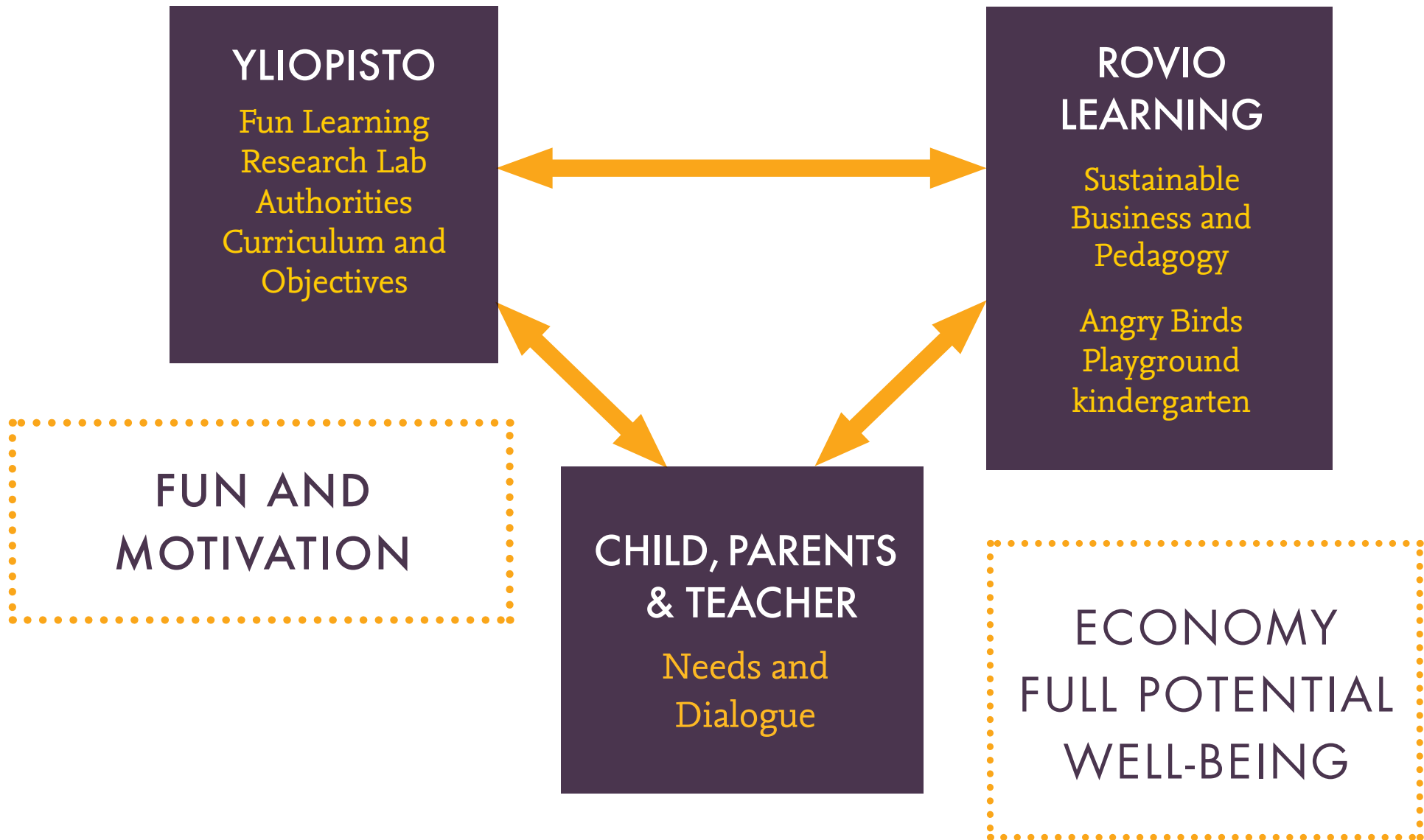


KONE
CENTENNIAL
FOUNDATION

Photo by TaoRan from Beijing Times

The Angry Birds Playground truck promotes literacy and everyone's right to read. We want to bring the joy of reading to the areas where books are a scarce resource.

COLLABORATION





THANK



Questions? [mailto: sanna.lukander@rovio.com](mailto:sanna.lukander@rovio.com)



YOU